

School of Marketing and International Business

## **IBUS 201 PRINCIPLES OF INTERNATIONAL BUSINESS**

Trimester One 2011

### **COURSE OUTLINE**

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#### **Names and Contact Details**

<b>Course coordinator:</b>	Yang Yu Room 1111, Rutherford House Telephone: 463-6486 Email: <a href="mailto:yang.yu@vuw.ac.nz">yang.yu@vuw.ac.nz</a>
<b>Office hours:</b>	Mondays, 16:30-17:30 and Thursdays 15:30-16:30
<b>Course Administrator:</b>	Helen Hynes Room 1130, Rutherford House Telephone: 463-5529 Email: <a href="mailto:helen.hynes@vuw.ac.nz">helen.hynes@vuw.ac.nz</a>

#### **Trimester Dates**

- Teaching Period: Monday 28 February – Friday 3rd June
- Study Period: Monday 6 June – Thursday 9 June
- Examination Period: Friday 10 June – Saturday 2 July (inclusive)

#### **Withdrawal from Course**

- Your fees will be refunded if you withdraw from this course on or before 11 March 2011.
- The standard last date for withdrawal from this course is 14 May 2011. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an 'Application for Associate Dean's Permission to Withdraw Late' including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

#### **Class Times and Room Numbers**

##### **Lectures:**

- Wednesdays 13:40 – 14:30 GBLT2
- Thursdays 13:40 – 14:30 GBLT2

## Tutorials:

Six tutorials starting Week 3 (commencing Monday 14 March - see course schedule for details). Sign-up will be through the s-cubed tutorial registration system and will open at 9.00am on Thursday 3 March and close on Monday 7 March at 12 noon. Tutorial times and membership will be finalised in week 2 and lists will be provided on Blackboard.

## Course Content

This is an introductory course in international business, designed to provide you with the foundations necessary to continue your degree in international business and a comprehensive understanding of the issues facing firms in international markets. The course broadly covers all facets of international business and is divided into the following topics:

Introduction

The External Environment of International Business

Socio-cultural environment

Technological environment

Economic and financial environment

Political environment

Multinational enterprises, trade and investment

Review of the course

Week	Date	Topic	Reading	Assignment due
1	Wed 2 March	Introduction to the course	Ch. 1	S-cubed <b>tutorial sign-up</b> opens at 9:00am, 3 <sup>rd</sup> March, Thursday
	Thu 3 March			
2	Wed 9 March	Globalization of markets, production & Capital	Ch. 1	Deadline for <b>tutorial sign-up</b> : 12:00pm, 7 <sup>th</sup> March, Monday
	Thu 10 March			
3	Wed 16 March	The socio-cultural environment	Ch. 3&4	
	Thu 17 March			
	<b>Tutorial 1:</b> Discussion “Your view on Globalization”			
4	Wed 23 March	The socio-cultural environment (cont.)	Ch. 3&4	
	Thu 24 March			
5	Wed 30 March	The technological environment	Ch. 11*	
	Thu 31 March			
	<b>Tutorial 2:</b> Case analysis “A tale of two countries”			Social report due in tutorial
6	Wed 6 April	The technological environment (cont.)	Ch. 11*	
	Thu 7 April	The economic/financial environment	Ch. 2,9&11	
	<b>Tutorial 3:</b> Individual research: “Competition in technology”			

Week	Date	Topic	Reading	Assignment due
7	Wed 13 April	The economic/financial environment (cont.)	Ch. 2,9&11	
	<b>Thu 14 April</b>	<b>Mid-term test</b>		
<b>Trimester break</b>				
8	Wed 4 May	The political/legal environment	Ch. 6&8	
	Thu 5 May			
	<b>Tutorial 4:</b> Case analysis “Pillaging patents: the new war on pharmaceutical drugs”			
9	Wed 11 May	The political/legal environment (cont.)	Ch. 6&8	
	Thu 12 May	MNCs, trade and investment	Ch. 5&7	
10	Wed 18 May	MNCs, trade and investment (cont.)	Ch. 5&7	
	Thu 19 May			
<b>Tutorial 5:</b> Case analysis: “Hyundai: the struggle for international success”				
11	Wed 25 May	Introduction to advanced IB	Later chapters (opt.)	
	Thu 26 May			
<b>Tutorial 6:</b> Discussion: “what does it take to become a successful international business manager”				Reports 2&3 due in tutorial
12	Wed 1 June	Review of the course		
	Thu 2 June			

\* A chapter from an alternative textbook will be made available in class.

### Course Learning Objectives

1. Apply the concepts and terminology commonly used in international business;
2. Explain the drivers of globalisation and international business;
3. Identify economic, political, legal, and other environmental factors to compare national and regional economies throughout the world

### Course Delivery

This course is student centred and will use a mixture of lectures, tutorials, discussions, and reviews of the literature.

### Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about 10 hours per week in reading, tutorial preparation, assignments and thinking about the course material.

## Readings

The required text for this paper is Charles W.L. Hill. (2011). International Business: Competing in the Global Marketplace, 8<sup>th</sup> edition, McGraw Hill Irwin. Earlier copies of the textbook are acceptable, but please ensure you read the correct chapters as given below:

Chapter 1	Globalisation
Chapter 2	National differences in political economy
Chapter 3	Differences in culture
Chapter 4	Ethics in international business
Chapter 5	International trade theory
Chapter 6	The political economy of international trade
Chapter 7	Foreign direct investment
Chapter 8	Regional economic integration
Chapter 9	The foreign exchange market
Chapter 10	The international monetary system (recommended, not required reading)
Chapter 11	The global capital market (recommended, not required reading)

Additional readings (including a chapter from another textbook on managing technology) will also be provided by the course lecturer. The assigned textbook comes with web-site support (see materials and equipment below). Chapters are assigned for each topic (see schedule below).

## Materials and Equipment

The textbook provides the starting point for reading. This should NOT be considered the minimum necessary to complete assignments. Students are encouraged to make use of printed media (newspapers, magazines), academic material (journals and books), and resources available on the web (library databases, web pages of universities, companies, and international organisations, and media-related sites) as additional sources of reading and reference material. I have created a separate site for this course on Blackboard. All announcements pertaining to the course will be posted here. No additional materials will be permitted during the final examination.

## Assessment Requirements

A breakdown of the final mark and description of each piece of assessment follows.

Assessment	Learning objectives	Weight	Due Date
STEP Portfolio Reports	LO 1 & 3	30%	Report 1 due in Tutorial 2 in Wk5; Report2&3 due in Tutorial 6 in Wk11
Mid-term test	LO 1 & 2	20%	Wk7 lecture
Final examination	LO 1, 2 & 3	50%	TBA

### **STEP Portfolio (30%)**

The STEP Portfolio assignment is designed to make you aware of the big wide world around you and its influence on international business. The purpose of the portfolio reports is to apply the principles, concepts, key ideas and theories of international business given in lectures and the textbook to real world examples of companies, strategies, countries, and current events that influence the IB environment. It is also intended to help you remember the ideas about international business you will learn in this course - the key is to be able to apply these principles or concepts to your own real world examples.

You are encouraged to start collecting relevant examples from the first week of the trimester. The choice of which IB principles to apply, and which examples to use, is up to you, but there should be no repetition of principles or examples. Examples given in the lectures, textbook, or tutorials should NOT be used in this assignment - I want you to come up with your own. By the end of this assignment you should be able to read/watch/surf the news and media and be able to comment on why and how this relates to international business.

The STEP Portfolio consists of THREE individual reports on the international business environment. The length of each individual report is expected to be approximately **800 words** or the equivalent of two pages (1.5 line-spacing) plus references. The first of these, the socio-cultural environment report, is due in Tutorial 2 in Week 5. You will be given a grade and feedback on this report on help with your preparation of the remaining two reports. In the remaining two reports, you choose two out of the other three topics: i.e. technological, economic/financial and political/legal. These two reports should be submitted together in **Tutorial 6 in Week 11**. Each report will be worth 10 per cent of your final mark. You need to submit a hardcopy of the reports to your tutor.

**Written expression:** If you have problems in written expression, we strongly encourage you to make use of the Student Learning Study Support Service on Level 2 of the Railway West Wing. We expect competent use of written English, and will assess this in each piece of work; while a few minor mistakes will not be penalised, frequent mistakes or major problems in written expression will result in the loss of marks. If grammatical problems mean that we cannot understand your assignment, it will be failed. If you fail due to poor written expression, you may revise the language (but not the content), and resubmit an otherwise identical assignment before the last teaching day of the trimester.

### **Mid-term Test (20%)**

The mid-term test will be a written 1-hour test and will cover the contents of the first half of the course (lectures, tutorials, videos, course textbook and readings). It will be held in the Week 7 lecture. More detailed information about the test will be provided by the lecturer in classes.

**Please note** that your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

## **Examination**

The final examination (50% of the final mark) will be a written 2-hour exam and will cover the contents of the entire course (lectures, tutorials and course readings). The final examination for this course will be scheduled at some time during the period from Friday 10 June – Saturday 2 July 2011.

## **Penalties**

In fairness to other participants, work submitted after the deadline will incur a penalty for lateness. Late assignments will carry a penalty of 15% for each day late. In the event of unusual circumstance e.g., serious illness, family bereavement, participants should discuss waiver of the penalty with the course co-ordinator.

Any student caught cheating on an assignment or examination will receive an automatic mark of zero (0) and/or disciplinary actions may be taken under the Statute on Student Conduct. This includes plagiarism. You are strongly advised to consult the **Academic Integrity and Plagiarism** policy website at: <http://www.victoria.ac.nz/home/study/plagiarism.aspx>. Your assignments may be submitted to Turnitin (*see* page 6), thus be sure to cite all of your references.

## **Mandatory Course Requirements**

All students are expected to hand in all assignments, attend at least 4 tutorials, obtain an overall mark of at least 50%, and a mark of at least 40% on the final examination to pass this course.

## **Class Representative**

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

## **Communication of Additional Information**

All of your course marks will be uploaded to Blackboard as soon as they are available. Course notices will also be updated under *Announcements*.

## **Use of Turnitin**

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

For the following important information follow the links provided

### **Academic Integrity and Plagiarism**

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

### **General University Policies and Statutes**

Find key dates, explanations of grades and other useful information at [www.victoria.ac.nz/home/study](http://www.victoria.ac.nz/home/study)

Find out about academic progress and restricted enrolment at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at [www.victoria.ac.nz/home/about/policy](http://www.victoria.ac.nz/home/about/policy), except qualification statutes, which are available via the Calendar webpage at <http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at [www.victoria.ac.nz/home/about\\_victoria/avcacademic/default.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx)

**AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support**  
[http://www.victoria.ac.nz/home/about\\_victoria/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)

**Faculty of Commerce and Administration Offices**  
<http://www.victoria.ac.nz/fca/studenthelp/>

**Manaaki Pihipihinga Programme**  
[http://www.victoria.ac.nz/st\\_services/mentoring/](http://www.victoria.ac.nz/st_services/mentoring/)